Undergraduate Sample

126 Undergraduates Surveyed

- **Engineering**: 70%
- **CS**: 20%
- **Math/Stats**: 8%
- **Other (Double Major)**: 2%
Undergraduates - Question 1

How do you stay current with news, culture, and entertainment?

Question 1 - % Ranked #1

- **Links on social media (Facebook/Twitter/etc.)**: 90.48%
- **Internet media sites (Buzzfeed/Huffington Post/etc.)**: 57.14%
- **News websites (NYTimes.com/CNN.com/etc.)**: 49.21%
- **Links sent to me in email**: 40.48%
- **Television**: 23.02%
- **Print Newspapers**: 16.67%
- **Podcasts**: 16.67%
- **Other**: 9.52%

0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1
What is the most important determining factor in deciding whether or not you will watch a video or listen to an audio piece?

- A friend sent it to you: 50.00%
- It was assigned in class: 16.67%
- Made by a respectable/famous person/institution: 9.52%
- It has a lot of views: 7.94%
- It has a high rating of likes or stars: 7.94%
- Other: 7.94%
Undergraduates - Question 3

How do you watch videos or listen to audio interviews?

Question 3 - % Ranked #1

- **Smartphone**: 41.27%
- **Laptop**: 41.27%
- **Desktop Computer**: 41.27%
- **Television**: 0.79%
- **Other**: 1.59%

Laptop and Smartphone are the most popular choices for watching videos or listening to audio interviews.
Undergraduates - Question 4

Where do you watch videos or listen to interviews?

Question 4 - % Ranked #1

- At home: 96.03%
- On the bus: 21.43%
- Walking around town: 20.63%
- In the car: 30.95%
- Other: 7.94%
Undergraduates - Question 5

Where do you most often click on links to watch or listen to media?

Question 5 - % Ranked #1

- Internet Sites: 30.16%
- Reddit: 32.54%
- UVM Blackboard: 29.37%
- Email: 50.79%
- YouTube: 80.16%
- Tumblr: 11.11%
- LinkedIn: 7.14%
- Facebook: 80.95%
- Twitter: 23.81%
- Instagram: 33.33%
- Snapchat: 26.98%
- Other: 3.17%
- Internet Sites: 30.16%
- Reddit: 32.54%
- UVM Blackboard: 29.37%
- Email: 50.79%
- YouTube: 80.16%
- Tumblr: 11.11%
- LinkedIn: 7.14%
- Facebook: 80.95%
- Twitter: 23.81%
- Instagram: 33.33%
- Snapchat: 26.98%
- Other: 3.17%
Undergraduates - Question 6

How do you prefer gaining new information from media?

Question 6 - % Ranked #1

- Watching: 58.73%
- Listening: 9.52%
- Reading: 31.75%
Undergraduates - Question 7

Which of the subjects below interest you?

- Scientific Research: 61.90%
- New Tech: 92.86%
- Design: 76.19%
- Entrepreneurship: 34.92%
- Creativity: 74.60%
- Innovation: 84.13%
- Invention: 84.92%
**Significant Differences**

**Comparison between Undergraduates, Graduates, and Staff/Faculty**

- **Question 1:** Undergraduates and Graduates have similar choices, but Undergraduates commonly wrote-in “Reddit” and Graduates wrote-in “Radio”. In contrast, Faculty/Staff favored Television far more than the other groups.

- **Question 2:** Faculty/Staff were the only group to favor “High rating of likes/star” as a factor in whether or not they will watch/listen to something. Undergraduates favored “Friend sent it to you”, while Graduates and Faculty/Staff favored “It was made by a respectable/famous person”.

- **Question 3:** Undergraduates and Graduates chose Laptop/Smartphone for ways to watch videos/listen to audio, while Faculty/Staff favored Desktop Computers/TV.

- **Question 6:** Undergraduates prefer to watch their media, while Graduates and Faculty/Staff prefer to read.

- **Overall:** “It doesn’t matter where I find the video, if I think it will be boring, I won’t watch”.

Graduate Sample

25 Graduates Surveyed

- Engineering: 67%
- Math/Stats: 17%
- CS: 4%
- Other: 12%

- CS
- Math/Stats
- Engineering
- Other
Graduates- Question 1

How do you stay current with news, culture, and entertainment?

<table>
<thead>
<tr>
<th></th>
<th>% Ranked #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>0.08%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>28.00%</td>
</tr>
<tr>
<td>Print Newspapers</td>
<td>28.00%</td>
</tr>
<tr>
<td>Television</td>
<td>40.00%</td>
</tr>
<tr>
<td>Links sent to me in email</td>
<td>44.00%</td>
</tr>
<tr>
<td>News websites (NYTimes.com/CNN.com/etc.)</td>
<td>60.00%</td>
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<tr>
<td>Internet media sites (Buzzfeed/Hiffington Post/etc.)</td>
<td>44.00%</td>
</tr>
<tr>
<td>Links on social media (Facebook/Twitter/etc.)</td>
<td>80.00%</td>
</tr>
</tbody>
</table>
Graduates - Question 2

What is the most important determining factor in deciding whether or not you will watch a video or listen to an audio piece?

- It has a lot of views: 4.00%
- It has a high rating of likes or stars: 16.00%
- Made by a respectable/famous person/institution: 32.00%
- It was assigned in class: 20.00%
- A friend sent it to you: 28.00%
Graduates - Question 3

How do you watch videos or listen to audio interviews?

Question 3 - % Ranked #1

- Laptop: 48.00%
- Smartphone: 36.00%
- Desktop Computer: 12.00%
- Television: 4.00%
Graduates- Question 4

Where do you watch videos or listen to interviews?

- At home: 96.00%
- In the car: 24.00%
- On the bus: 24.00%
- Walking around town: 24.00%
- Other: 4.00%
Graduates - Question 5

Where do you most often click on links to watch or listen to media?

Question 5 - % Ranked #1

- Facebook: 72.00%
- Twitter: 36.00%
- Instagram: 20.00%
- Email: 40.00%
- YouTube: 64.00%
- LinkedIn: 12.00%
- Snapchat: 8.00%
- Reddit: 20.00%
- UVM Blackboard: 8.00%
- Internet Sites: 32.00%
- Other: 4.00%

0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8
Graduates - Question 6

How do you prefer gaining new information from media?

- Watching: 36.00%
- Listening: 24.00%
- Reading: 40.00%
Graduates - Question 7

Which of the subjects below interest you?

Question 7 - % Ranked #1

- Scientific Research: 80.00%
- New Tech: 92.00%
- Design: 72.00%
- Entrepreneurship: 48.00%
- Creativity: 80.00%
- Innovation: 84.00%
- Invention: 76.00%
Faculty/Staff - Question 1

How do you stay current with news, culture, and entertainment?

Question 1 - % Ranked #1

- Links on social media (Facebook/Twitter/etc.): 60.00%
- News websites (NYTimes.com/CNN.com/etc.): 46.67%
- Internet media sites (Buzzfeed/Huffington Post/etc.): 46.67%
- Television: 53.33%
- Print Newspapers: 26.67%
- Podcasts: 20.00%
- Other: 6.67%

0-Jan 0-Jan 0-Jan 0-Jan 0-Jan 0-Jan 0-Jan 0-Jan
What is the most important determining factor in deciding whether or not you will watch a video or listen to an audio piece?

- A friend sent it to you: 40.00%
- It was assigned in class: 0.00%
- It was made by a respectable/famous person/institution: 26.67%
- It has a high rating of likes or stars: 26.67%
- It has a lot of views: 0.00%
Faculty/Staff - Question 3

How do you watch videos or listen to audio interviews?

- Television: 33.33%
- Desktop Computer: 26.67%
- Smartphone: 20.00%
- Laptop: 20.00%
Faculty/Staff - Question 4

Where do you watch videos or listen to interviews?

- At home: 86.67%
- In the car: 26.67%
- On the bus: 13.33%
- Walking around town: 6.67%
- Other: 20.00%
Faculty/Staff- Question 5

Where do you most often click on links to watch or listen to media?

**Question 5- % Ranked #1**

- Other: 26.67%
- Internet Sites: 46.67%
- Reddit: 26.67%
- UVM Blackboard: 0.00%
- Email: 53.33%
- YouTube: 46.67%
- Tumblr: 0.00%
- LinkedIn: 6.67%
- Facebook: 46.67%
- Twitter: 13.33%
- Instagram: 6.67%
- Snapchat: 6.67%
- Internet Sites: 46.67%
- Other: 26.67%
- Email: 53.33%
- YouTube: 46.67%
- LinkedIn: 6.67%
- Facebook: 46.67%
- Twitter: 13.33%
- Instagram: 6.67%
- Snapchat: 6.67%
Faculty/Staff - Question 6

How do you prefer gaining new information from media?

- Question 6- % Ranked #1

- Reading: 40.00%
- Watching: 33.33%
- Listening: 20.00%
- Other: 6.67%

0 0.05 0.1 0.15 0.2 0.25 0.3 0.35 0.4 0.45
Which of the subjects below interest you?

- Scientific Research: 60.00%
- New Tech: 60.00%
- Design: 73.33%
- Entrepreneurship: 33.33%
- Creativity: 73.33%
- Innovation: 73.33%
- Invention: 60.00%